

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Sev K. H. Keil et al.	Art Unit	: 3623
Serial No.	: 10/635,387	Examiner	: Folashade Anderson
Filed	: August 6, 2003	Conf. No.	: 1201
Title	: SYSTEM TO QUANTIFY CONSUMER PREFERENCES		

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF JULY 9, 2008

Please amend the above-identified application as follows:

Amendments to the Claims begin at page 2 of this paper.

Remarks begin at page 25 of this paper.